**May 07, 2025**

[Minister Name]

[Position], Ministry of Finance,

[Country]

**Dear [Minister Name],**

Ahead of World No Tobacco Day (May 31, 2025), we, the youth members of [Youth Organization Name] and part of the Global Youth Voices, a movement representing global youth coalitions and organizations that seek to hold the tobacco industry liable, write to urge your leadership in ensuring that the tobacco industry is made to pay for the enormous economic, environmental, and health burdens it creates.

This year’s theme, **“Unmasking the Appeal,”** exposes the tobacco industry’s decades-long strategy of targeting youth with flavored, filtered, and falsely marketed “modern” products, and undertaking so-called called corporate social responsibility activities to polish its public image . Our **“**[**Declaration in Action:** **Unmasking the Tobacco Industry’s Appeal, Demanding Accountability for Its Harms**](https://gyv.ggtc.world/wp-content/uploads/2025/05/GYV-Declaration-2025uploadfv2.pdf)**”** highlights the harms associated with the industry’s appeal and calls for accountability from those profiting off addiction and damage. In our country, [X% of youth] have fallen prey to nicotine addiction fuelled by tobacco industry, and it is yet to be held accountable for the harms it inflicts.

The global economic burden of the tobacco industry is estimated at **USD 1.4 trillion annually**—not including the intergenerational costs of youth addiction and environmental damage, productivity loss, and rehabilitation. By funding scientists and lobbyists, the tobacco industry spreads misinformation to downplay the severe risks to the next generation, keeping the public uninformed.

We urge your ministry to:

1. **Hold the industry financially accountable** for youth addiction and environmental harm, including toxic waste from cigarette butts.
2. **Use fiscal tools** such as earmarked tobacco taxes and environmental levies to recover costs from tobacco-attributable damage.
3. **Reject all forms of tobacco industry funding and partnerships**, ensuring public health policymaking is free from conflict of interest.

We also urge concerned Ministries, such as Finance, Environment, and Health, the designated national focal point for tobacco control, to develop a cross-sector strategy for tobacco accountability and fiscal justice.

[Optional: Include a quote from your spokesperson or youth leader here.]

Youth in [Country] are ready to engage with your ministry to share local realities and global best practices. We hope your office will lead in reclaiming public funds and protecting future generations.

**Sincerely,**

[Org Name], [Country]
Global Youth Voices
Convened by the Global Center for Good Governance in Tobacco Control

Contact Information: [Insert your organisation’s/spokesperson’s contact details]

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***About [Organisation]***

***About GYV***

*Global Youth Voices, a movement of youth-led organizations representing over a million of youth worldwide, seeks to make the tobacco industry pay for the harms caused to the planet and its people, not only for those in this generation but also future generations. Since 2020, GYV has raised concerns about the tobacco industry’s marketing tactics, especially for its addictive recreational products. In February 2024, GYV’s initiatives were recognized at the 10th session of the Conference of the Parties to the WHO Framework Convention on Tobacco Control. The Global Center for Good Governance in Tobacco Control (GGTC) convenes and provides technical assistance to GYV*